



# How RSW/US Helped a DC Healthcare PR Firm Score Four New Clients, Including One That Had Previously Eluded Them



CASE STUDY



## Agency Profile

Washington, DC based  
Public Relations firm

Pharmaceutical and  
healthcare focus

Approximately 25  
employees



## Prospect Profile

Four new pharmaceutical  
client wins generated  
more than \$750K in new  
revenue

# The Challenge

- Lack of new business development methodology was the key hurdle for this firm.
- Despite proven healthcare expertise built over 20 years across multiple clients, no system existed to leverage that experience in generating new business.
- As a case in point, the client had made initial contact with the Public Relations department at Genzyme. Yet, weak follow-up prevented progress toward winning the business.

# The Process

Every RSW/US Program Contains:



### Value-Driven Prospecting

Each client has a tenured New Business Director (NBD) with 15-20 years' experience in sales and marketing. Ongoing, value-based, and consistent exposure to prospects is part of every program



### Database Development

We are firm believers in combining human intelligence with technology to build lists – one company at a time and one prospect at a time. We meticulously and strategically develop each list.



### Tech Stack

Our tech stack is an integral part of every client program, from database creation to ongoing prospecting efforts. We pride ourselves in ongoing reviews of current technologies/platforms.



### Ongoing Content

Our MarCom team audits client content assets prior to program start, and make recommendations for additional content ideas they would like to see developed, working with your team to implement those ideas.



### Multi-platform Prospecting

We know successful programs must include multiple mediums used in concert with each other, including phone, email, social media, direct mail and technology in order to break through effectively.

# The Path To Success

RSW/US's new business development methodology entailed a systematic approach to prospecting and opened up numerous new opportunities for this PR firm. However, the client also wanted to go after the one that got away, Genzyme.

While this PR client had established relationships to some degree with mid-level marketers at the company, making connections with contacts at the senior level was a challenge for them. Compounding this difficulty, the parent company had already hired several PR firms for other divisions.

However, Genzyme was still looking for the "right fit" with a firm that would help them reinforce their reputation as a science-driven organization and grow their thought-leadership position. The RSW/US NBD leveraged the strong messaging we helped them craft for the firm during our onboarding process. She networked relentlessly through the prospect organization utilizing multiple channels to reach and persuade senior decision-makers. Eventually, we were able to successfully show Genzyme how our client was the "right fit" they were looking for.

On average, a new business director at an agency lasts 18 months.

RSW new business directors have an average tenure of 8 years.



In a brief period of time, our client scored four new client wins, **Biotec, Cytomedix, Onconova...and Genzyme!** New revenue generated in the first year collectively exceeded **\$750K.**

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***RSW/US is an outsourced agency lead generation and new business development firm that works exclusively with marketing service companies to find and win new business.***

***We help agencies by better positioning them in the market, finding qualified leads, setting meetings and helping move them closer to close.***